

NE Iowa Food & Fitness Initiative Regional Leadership Team Meeting

The NE IA FFI Regional Team met on February 27, 2008 at Garbee Hall, Upper Iowa University, Fayette at 11 am. Present:

	Allamakee		Clayton		Fayette		Howard		Winneshiek
X	Lana Snitker	X	Halesia Johnson	X	Scot Michelson		Rob Hughes	x	Eric Nordschow
X	Danielle Bucknell	X	Tim Englehardt	X	Sue Burrack		Elaine Govern	X	Karen Foster
X	Solveig Hanson	X	Brian Rodenberg	X	Joe Organist	X	Ronda Hughes	X	Rick Edwards
X	Janel Clarke	X	Carole Glawe		Vicki Rowland	X	Larry McGee	X	Lindsay Erdman
X	Abby Myers	X	Brandon Freidlein		Trent Moeller		Sam Lepa		Kate Mansfield
	Vacant		Mila Hugo		Alexis Spain		Tannor Burke	X	Hannah Ranum
		x	Kim Nelson			x	Carmen Dohlman		
	Diversity Reps		Adm Team						
x	Paul Rael	X	Brenda Ranum						
	Viktoria Stockman	X	Ann Mansfield						
	Leah Brown		Lora Freist						

Others present: Cindy Baumgartner, Vanette Grover, Teresa Wiemerslage.

Review Work Groups. Ranum and Mansfield reviewed the Work Group assignments. Regional Team members and partners are welcome to join any workgroup.

- **Minority and Low Resource:** Paul Raul, Viktoria Stockman, Leah Brown, Larry McGee, Lori Egan, Lana Snitker, Lora Friest, Ann Mansfield, Solveig Hanson
- **Built Environment:** Teresa Wiemerslage, Rick Edwards, Scot Michelson, Lindsay Erdman, Elaine Govern, Brian Rodenberg, Rob Hughes, Eric Nordschow, Janel Clarke
- **Communication Planning:** Judy Issacson, Lana Sniker, Joe Organist, Teresa Wiemerslage, Karen Foster, Ann Mansfield, and Brenda Ranum
- **Community Health Assessment:** Jane Schadle, Loren Touissant, Krista Vanden Brink, Nancy Yelden, Matt Kabliska, Ruth Schemmel, ? Mathison, Laurie LaChance, Loren Touissant, Barbara Vos,
- **Youth Planning:** Team Members: Vanette Grover, Brian Rodenberg, Rob Hughes, Abby Myers, Brandon Freidlien, Trent Moellers, Carmen Dohlman, Sam Lepa, Tanner Burke, Kate Mansfield, Kim Nelson and Hannah Ranum
- **Conference Planning:** Sue Burrack, Carole Glawe, Vicki Rowland, Danielle Bucknell, Ann Mansfield, Jane Schadle, and Brenda Ranum
- **NIFF Coalition:** Eric Nordschow, Solveig Hanson, Joe Organist, Dan Burkhart, Dan Lane, Teresa Wiemerslage, Rick Edwards, Karla Organist, Darla Kelchen, Randy Uhl, Brenda Ranum

Two new Work Groups are being formed.

1. **Resource Work Group** will consist of one member from each county. Any budget changes or requests for funding from the Regional Team will be submitted to the co-conveners by the 3rd Monday of the month. This WG will teleconference on the 3rd Wednesday and make recommendations as to which requests to bring to the Regional Team meeting the following week. The budget items will be on the agenda by Friday or Monday before Regional Team meeting to allow Regional Team members time to review. This committee will also work with

foundations and local philanthropists to leverage funds and resources for the initiative. New Resource Work Group members are: Lana Snitker, Carole Glawe, Scot Michelson, Ronda Hughes and Rick Edwards.

2. **School Work Group** will consist of one member from each county. The members do not need to be Regional Team members or partners. These members will work to inform schools and policy makers about FFI. What is the information telling us? What do schools need to know? Where are the opportunities and barriers? Where are the gaps? What are the most promising strategies?

March Workshop - "Community Engagement from a Multicultural Perspective", Wed., March 26th, 2008, 2:00 pm – 8:00 pm, Decorah by the WKKF Technical Assistance Team of VISIONS

- In order to better understand the diversity and underserved audiences and issues in our area, staff from VISIONS will be attending the March Regional Team meeting to give a 45 minute training on "Community Engagement from a Multicultural Perspective." This training will continue from 2-8 pm at Luther College for one member from each work group. The following people have volunteered to attend the extended training: Leah Brown, Paul Raul, Viktoria Stockman, Lora Friest, Larry McGee, Lana Snitker, Solveig Hanson, Jane Schadle, Janel Clarke, and Karen Foster. (Others are welcome to attend. Contact Brenda or Ann to participate.)
- The Timeline was reviewed.
- Reviewed WKKF Calendar of Events
 - May 15th – Year One Report due to WKKF
 - June 23-27th – F&F Networking Meeting (20 people from NE Iowa), Detroit, Michigan – A sign-up sheet was posted for the June bus trip to Michigan:
 - Built Environment (3):
 - Scot Michelson, Rick Edwards,
 - Sustainable Ag/Food Systems (3)
 - Eric Nordschow,
 - County Leadership, Gov't., Local Philanthropy (5)
 - Sue Burrack, Carole Glawe,
 - Youth (5)
 -
 - Evaluators (2)
 - Cornelia Flora, Corry Bregendahl
 - Co-Conveners (2)
 - Brenda Ranum, Ann Mansfield
 - A signup sheet was posted for the June trip to Michigan.

Regional Team meeting broke for lunch and met in Work Groups for 30 minutes.

Minority Group. One cultural barrier we are experiencing is that some of the populations don't come to meetings. There may be marketing possibilities available at existing community celebrations and events. The Postville radio station may be an avenue to reach the different cultures with community

members talking about FFI. Victoria and Leah are working on delivering local food surveys in their communities.

Youth Group. The Youth members received \$1000 from the grants they wrote (\$200/co). They are working on the results of the concession stand survey, but the results are indicating that people want healthier food. Five youth are going to AZ in March. There are new members (Kim and Clint). Clayton Ridge is doing a Wellness Fair in April. The members are still looking for coaches for their school based teams.

Conference Group. The WG has decided to table the conference until later. They felt that we are not ready to have a June conference. They would like to do more education in the summer months at the fairs and at workshops. In the fall, they would like to offer an RFP with educational meetings for projects related to FFI. They asked for assistance from the Communication WG for the county fair displays.

Communication Group. The WG has created a list of key audiences. These audiences will be prioritized at a later date. They have completed a communications audit (self-assessment) with Denise from the TAP Team. We need to develop a framework for the messages to be delivered to different audiences. They have created a draft of an elevator message about FFI: “xxx”. This message might be something to put on the wallet cards. They would like to create a 15 minute presentation to take to community groups (possibly use the existing webcasts). They plan to train a speaker team to give the presentations. They briefly discussed the elements of branding to keep a consistent message in the newspapers, radio, etc. They want the public to know where to look for FFI info and it will always be there.

Built Environment Group. In a previous teleconference, the group talked about creating an inventory of the parks, facilities, trail and public areas for people to be active. The surveys and photos will be conducted on a county basis with county volunteers. Once the information is collected, it will be reviewed for quality, quantity and distribution. The group is also looking at ways to determine usage of these areas, do families use them and what is the public’s perception of physical activity? During the time at the Regional Team meeting, they worked on editing an assessment tool. There was no report from the Health Assessment group. All notes from the WG will be posted on a page at www.iowafoodandfitness.org.

NIFF Coalition. Six producer/lender meetings to discuss the future of growing local healthy food in the five county region the week of Feb. 25 to determine interest in the idea of establishing a local food system in NE Iowa. In March the County Food & Fitness Planning Teams will view the webcast Local Food System – Part 3: Planning For Our Future.

Vision Deployment Matrix Work Group presented the working vision statement for reaction from the other Regional Team members.

NE IA is a unique place where all residents and guests of every age experience, celebrate and promote healthy locally grown food with abundant opportunities for physical activity and play EVERY DAY. Healthier people make stronger families and communities.

Key comments included (detailed comments are available on WG site).

- The last sentence is the strongest message in the vision.
- Goes from individual to empowering the whole. Individual responsible turns into community responsibility.

- Implies the innovation but doesn't say it
- Utilizing innovation and creativity
- The last statement. Suggest we change to healthy people make stronger families and communities. Work on stronger—what does stronger mean?
- How can we each fit in? How do we provide opportunities?
- Integrated into daily lives
- Spirit of innovation, spirit of opportunity.
- Resilient—resourceful. Making something out of nothing.
- In a system, the problems take care of themselves
- “of every age, experience”
- Still long.
- Where food and fitness create a way of life that works together to create healthy...
- “and guests” implies outreach.

Regional Team members shared comments from their last county meeting, “Building a Local Food System – Part 2: What Have We Learned”

- Clayton—as much as perception that ag has gone by the wayside, in NEIA, ag is vibrant and potential for growth in many areas—whether current production or alternative systems.
- This was one of the county meetings that had a lot more excitement and input.
- Winn—now that we are talking about food, brought more people to the table.
- Amount of money spent on food out of household was amazing
- The food deserts.
- We have lost some of the do-ers. When the planning part is completed, people will come back.
- Allamakee—everyone is ready-don't know how to get it, where to get—what do we do next?

Assessment Updates are posted www.iowafoodandfitness.org ; click on Regional Planning Team; click on Regional Assessment Update – January 2008

Jon Jenson has arranged for a speaker to come to Luther College to help institutions learn how to buy and use local food (week of April 17).

Ranum and Mansfield shared that we may need to discuss the possibility to bring on a 2nd grant writer for the implementation phase. We need suggestions for ideas of a writer; please send them to Brenda.

Next Regional Leadership Team Meeting: Wed., March 26, 2008, Luther College, Decorah

NOTES from Regional Team members of activities occurring in the region related to F&F:

- Working on CAT grant application with RC&D for Rec Trail from Elma to MN Border. Plan to submit this year.
- Organic meeting at Cedar Valley Produce had 17 members attend (30 registered but weather was a concern for non-attendees.)
- FFA Sub-District contest offered healthy food such as cheese sticks, apples, and granola bars for the first time.
- Howard County in-door skate park – April
- Howard County Cross country ski trails – county apply for grant from groomer upgrade

- Howard County outdoor pool – Cresco development committee
- Riceville, Elma bike trail linking project – VISION Iowa
- Howard County Lighten-Up Iowa in Schools
- Howard County CUSB – Fitness Team Challenge with over 40 employees involved
- Howard County Farmer’s Markets being planned in all communities for a different day in each town.
- Winneshiek County - Calmar’s Walkable/Bikeable Map draft is available
- Winneshiek County - City of Decorah to review meetings again in March to consider sidewalk/trail networking
- Winneshiek County worked to get people engaged in attending NIFF introduction meetings in their counties.
- In 4-H we are doing many different things related to fitness at each meeting and so are the adult leaders.
- Planning Community Gardens in Decorah
- Clayton County – Central Community Hospital will be sponsoring a fun run/walk connected with Relay for Life – June 14th
- Clayton County – Discussion of a triathlon in Elkader to motor bike to Pony Hollow Trail, then run to Elkader
- Clayton County – Volga Community Garden in 2008
- Winneshiek County Cattlemen’s Association held a producer focus group meeting in February on direct market sales and different production methods.
- Clayton County – Lighten Up Iowa at Guttenberg Memorial Hospital – lots of healthy eating ideas and ways to increase activity.
- Clayton County – Roller skating in PE classes 7-12 for life skills; 9 staff members at Central of Elkader school members of LUI; 3 student groups in grades 4-6 part of Go The Distance; Open school for walkers and have seen a higher use with ice and snow issues this winter.